

Press Release

Montero offers new features

KOLKATA, April 16, 2012: India's pioneering car company Hindustan Motors Limited has launched an upgraded version of the popular Mitsubishi Montero with a host of new features which have enhanced the design and ambience quotient of the sturdy SUV.

The value-added features include new muscular coloured key front bumper, new chrome radiator grille, new finish on power window panel and new stitch design on leather seats. While these changes have added a new dimension to the design of the premium vehicle, the newly introduced interior illumination colour has imparted a refreshed ambience to Montero.

Montero's other acclaimed features like 3.2 liter DOHC diesel engine with intercooler and turbocharger, 202 PS@3800 rpm power and 441 Nm@2000 rpm torque continue to provide the vehicle formidable power and thrust. The vehicle is available in solid white, black mica and cool silver metallic shades.

After the launch of Pajero Sport, Outlander 2012 and now the upgraded Montero, Hindustan Motors has also repositioned the price of Mitsubishi's sedan Cedia, a car with a strong rally pedigree, at Rs. 7.99 lacs, ex-showroom New Delhi, enhancing the value-for-money quotient for its numerous enthusiasts.

About Hindustan Motors Limited

Hindustan Motors Limited, the flagship venture of the multi-billion dollar CK Birla Group, was established during the pre-Independence era at Port Okha in Gujarat. Operations were moved in 1948 to Uttarpara in district Hooghly, West Bengal, where the company began the production of the iconic Ambassador.

Equipped with integrated facilities such as press shop, forge shop, foundry, machine shop and aggregate assembly units for engines, axles etc, the company currently manufactures Ambassador (1500 and 2000 cc diesel, 1800 cc petrol, CNG and LPG variants) in the passenger car segment, light

commercial vehicle 1-tonne payload mini-truck Winner 1.5 XD PLUS (diesel) and Winner 1.8 XD PLUS (CNG), small commercial vehicle VEER and auto components at its Uttarpara plant. The company also runs operations at Pithampur near Indore in Madhya Pradesh where it produces both variants of Winner.

Hindustan Motors entered into technical collaboration with Mitsubishi Motors Corporation of Japan in 1998. Under this license, HM manufactures/markets premium Mitsubishi passenger cars from its third plant situated at Tiruvallur and office in Chennai in Tamil Nadu. Lancer was the first Mitsubishi vehicle to be introduced in India by HM in 1998 and it was followed by Pajero (2002), Cedia (2006), Montero (2006), Outlander (2008) and Lancer Evolution X in 2010. Special edition variants of some of these vehicles were also launched in between. Pajero Sport, which was launched on March 12, 2012, is the latest member of the HM-Mitsubishi group of vehicles in India.

Hindustan Motors is committed to core values of quality, safety, environmental care and holistic customer orientation.

For more information, please contact:

Rajiv Saxena,
Senior General Manager,
Corporate Communications,
Hindustan Motors Ltd.,
Hindmotor – 712 233,
Dist. Hooghly, West Bengal
T: 033-26647353 (D)
T: 033-26647014/7900 Extn. 5880
M: 9674741919

Registered office

Birla Building,
14th floor,
9/1, R N Mukherjee Road,
Kolkata – 700 001
E-mail: rajiv.saxena@hindmotor.com
www.hindmotor.com
www.mitsubishi-motors.co.in

Monalisa Banerjee

Manager-Corporate Communications,
Hindustan Motors Limited,
Hindmotor – 712 233,
Dist. Hooghly, West Bengal
Mobile: 09051251110
T: 033-26647014/7900 Extn. 5889
E-mail: monalisa.banerjee@hindmotor.com